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(54) Title: COMPOSITIONS AND METHODS FOR IMPARTING IMPROVED RHEOLOGY ON PIGMENT BASED INKS AND PAINTS

(57) Abstract: Pigment compositions comprising an organic pigment and a combination of at least two normally water-soluble coloured compounds (dyes) of opposing charge, i.e. of at least one anionic and one cationic dye are provided. The compositions impart improved rheology on non-aqueous pigment based printing inks and paints.